

Wednesday 08 May 2024

Gathering Timely Feedback: How to Run Effective Pulse Surveys



Presented by
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Hosted by
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The line up

1. Agenda Consulting
2. Poll – what do you do?
3. Pulse Surveys
4. Case studies
5. Q&A Discussion

1 Agenda Consulting

Agenda Consulting

We are a research consultancy.



We work with leaders of international and domestic non-profit organisations around the world.



We enable them to measure, improve and sustain high levels of engagement so that their organisations can make the greatest impact.



We have long-standing relationships with our clients and work closely with our clients to understand their needs. We are proud that our clients see us as trusted partners.



Our Surveys



Content

Employee Engagement

Volunteer Engagement

Diversity and Inclusion

Health and Wellbeing

Respectful Workplace

Onboarding and Exit

Membership

Organisational Change

Internal Customer



Approach

Full Surveys

Pulse Surveys

Action Planning Support

Our Sector Experience



Our Advice and Support



Advice on
questionnaire
design



Communicate
survey results in
the best way



Highlight key
strengths and
issues to focus
on



Make
recommendations
for moving
forward



Support and build
capacity for
action planning

Our Technology Platform: Reflections

Reflections supports your surveys end-to-end

Wide variety of question types and response scales

Online access through laptops, mobiles etc.

Detailed response tracking

Different levels of user access

Sophisticated online dashboards to explore results

Powerful report generator and query tool

Action planning module

Strong IT security, data protection, privacy policies, and confidentiality



2 Poll – What do you do?

1. What is your organisation's approach to engagement surveys?
(Single Choice)

4/4 (100%) answered

Full surveys only (0/4) 0%



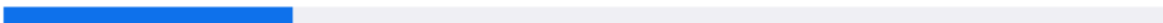
Full and pulse surveys (3/4) 75%



Pulse surveys only (0/4) 0%



Neither full or pulse at the moment (1/4) 25%



3 Pulse Surveys



What are Pulse Surveys?

	Pulse	Full
Scope	Focussed	Broad
Number of Questions	10-15	40-60
Demographics	Full	Full
Open questions	1 max.	2-5
Frequency	Every 2/3/6/12 months	Every 1- 2 years

Advantages and Disadvantages



- Up to date picture
- Quicker feedback on your initiatives
- Agile and responsive
- Contributes to culture of two-way communication
- Trends over time lead to more robust data
- Include key questions as KPIs in organisation-wide dashboards
- Quicker to complete
- More concise for managers



- Possible disappointment for people who wish to give feedback on topics not covered
- Less useful as a diagnostic tool and for priority setting
- Harder to understand key drivers and connections between questions
- May come around too quickly for change to have embedded

The scope of topics for surveys has widened



Common Survey Rhythms for F(ull) or P(ulse)

	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
1 Full every 2 years	F								F
2 Full every year	F				F				F
3 Full every 2 plus pulse in intervening yr.	F				P				F
4 Full every 2 plus six-monthly pulse	F		P		P		P		F
5 Six monthly pulse	P		P		P		P		P
6 Quarterly pulse	P	P	P	P	P	P	P	P	P

Types of Pulse Survey

A Standard: same questions each time. *What is our progress over time?*

	1	2	3
A Standard	Standard	Standard	Standard

B Tracking: a few core questions which reflect KPIs (e.g. engagement), plus questions which reflect priorities: organisation-wide and sometimes departmental. *Are our actions moving the needle?*

B Tracking	Core	Core	Core
	Priorities	Priorities	Priorities

C Topic focussed: Core plus different topic each time. *How are we doing on a key topic?*

C Topic Focussed	Core	Core	Core
	Wellbeing	Leadership	Culture

D Audience Specific: questions for departments or demographics. *How is the audience feeling on key questions? Are local actions moving the needle?*

D Audience Specific	Tanzania	Kenya	Women managers
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Key Considerations

How much change is planned?
How fast are things changing?

Are managers and leaders taking
action?

What are your response rates like?

How much buy in do you have from
leadership?

What other mechanisms do you have
for feedback?

Pulse survey analysis/reporting

Comparison with previous full and pulse surveys – track progress

Comparison with benchmark – assess position

Demographic results vs whole organisation

Analysis of open questions into key themes and by team

4 Case studies

Case study 1: Maintaining engagement through change

Moving into a period of organisational change



Aim to gather meaningful feedback and maintain high levels of engagement

Decided to incorporate pulse surveys in survey programme and more frequently gather feedback

Pulse surveys focused on specific issues identified as areas to explore in full engagement survey

Combination of full and pulse surveys enables them to regularly listen to their people on priority topics and maintain high engagement



Case study 2: Embedding listening and tracking change

Staff Engagement survey led to adoption of 5 priority areas



Keen to embed a culture of listening as well as tracking change



Decided to run annual pulse surveys focussing on priority areas



Results showed a number of departments where good progress has been made



Pulse surveys seen as quick and easy, inclusive and support continuous improvement



Cour
Pénale
Internationale

International
Criminal
Court

5 Questions and Discussion

We'd love your feedback



reflections.agendaconsulting.co.uk/webinarfeedback

Upcoming webinars



Analysis Techniques for Maximising Survey Insight

Wednesday 15 May at 1.30pm UK time

Register here: <https://www.agendaconsulting.co.uk/product/webinar-analysis-techniques-for-maximising-survey-insight/>



Driving effective organisational change with engagement surveys

Wednesday 05 June at 2pm UK time

Register here: <https://www.agendaconsulting.co.uk/product/webinar-driving-effective-organisational-change-with-engagement-surveys/>

Get in touch

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